

THE ORIGINAL

Moonbeams

BY COLONEL LITTLE

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The Ides of March are almost ripe in the Valley of the Moon

REPORT TO THE PEEPUL

So downhearted this week! Lost two ads. Gained eight. And Ike's back in the president's post for another four years, despite some mighty inept sniping by some opposition pipsqueaks. Honestly, we feel so good we're not even going to answer our moribund critic of last week, though we've got the guns and shrapnel and mortars and what not to answer him. Saving it for a more propitious time, when we put on the big offensive in force.

TOWNSEND'S—next to Bank of America, Sonoma. Santa Rosa brand work shoes. Work and sports clothes a specialty.

Last week there was a little outline of various new businesses and improvements in our beautiful Valley of the Moon. But a couple or three were overlooked.

Federal and State Income Tax Returns prepared. 20 years state income tax auditor. EDMUND C. REEDY, 18340 Sonoma Hwy., Boyes.

Fireside Lodge, near the big curve between Boyes and Sonoma, has added a handsome new dining room which, added to the small banquet room, makes an ideal spot for fairly large group gatherings. It's all new, decorations, floors, walls, lighting, and enables the Alamedas to care for any type gathering.

WOODLEAF MARKET, Boyes. Grand Opening now on. Prizes to all customers. A big, modern market, lowest prices in the Valley.

And maybe because it's so close to our noses, no mention was made of the Valley Review's new 40 by 20 foot addition, with pit, in which will be housed a great big web perfecting press, the kind used by most of the "big" newspapers of the country. The press will be

coming in from the northwest, and will insure the production of a larger, better printed newspaper, and will do it faster than any press in the immediate section. Indicates real progress on the part of the Zan (Jr. and Sr.) Stark family enterprise.

FRANK BURMIS, Mgr. Meat Department, Woodleaf Market. Smiling service, with the best meats in town. Wide variety.

The Idle Hour has new ownership. Marie Hayes, so well known throughout the Valley, is the new proprietor. Already there has been improvement, including redecorating, repainting, cleaning, installation of new equipment including billiard and pocket billiards tables. Coors draft beer will be a feature. Drop in on Marie any time now. She's in possession, taking over from the Wagners, who operated the Idle Hour for the last seven years.

THE IDLE HOUR, at the big curve between Boyes and Sonoma. Delicious short orders, Coors draft beer. Pocket billiards.

You know us. Hate to say anything nice about anybody. But here's a digression: How 'bout a little fire extinguisher in your garage, bedroom or kitchen, especially the former? Automatic, the little jiggers get to work the minute the temperature gets more than 136 degrees. Sure you've got insurance, and community fire protection, but would you want prized possessions to be damaged even if you could collect a little insurance money afterward? Call WE 8-4731 and find out how little it'll cost you.

YARD CLEAN-UP by an expert. Call "Red" Donnelly, WE 8-3241. Box 261, El Verano. Right now's the time to clean-up.

'Taint long till St. Patrick's day. They're planning a great time over at Little Switzerland in El Verano, with special music, decorations, eatables—and just maybe you could order a creme de menthe and be right in the swim.

MOVING and STORAGE. CLOUSE DELIVERY SERVICE. WE 8-2467, Sonoma. BOB CLOUSE, Your Friendly Mover.

Gunner and Manny have birthdays coming up. They're the big boys at Rustic Inn, Glen Ellen, and Friday night, this week, they're throwing a party. Be prepared for a plethora of eats (on the house) and a full evening of congeniality.

JEANIE, HAIR STYLIST, Boyes Theater Bldg. Thoroughly experienced. Modern methods. All new equipment. Expert workmanship.

And before we forget it: Mike and Rose Gitti are still improving. Latest project is new planters on each side of the building, which houses Mike's market and Rose's dress shop.

R. A. "BOB" MILLER —"Yours for Life"
Insurance Exclusively Next to Telephone Co., Sonoma

Ever ride on the cowcatcher of a locomotive? We did, as a kid. With another lad we caught a free ride on a freight train to Polo, a town 13 miles west of ours. Think it was a Sunday, and nothing much was open, so a very dull afternoon was spent. At 6 p. m. the passenger train pulled in, and we at the last moment attached ourselves to the cowcatcher. The train started. It wasn't a fast train, but fast enough. Soon the fireman walked out the catwalk, told us to hang on, that they were going to step it up. We did. At a little town called Stratford the train stopped, and they we were told to hop off: "Here's where you kids change cars." We did. It was a long eight miles walking back to Oregon, Ill. And our pants had a black mark all over the rear. But, do you know, it was an experience we'll never forget and one we wouldn't have missed for anything.

Tickles us pink that the Hollywood musicians have finally revolt-
GOOD FURNITURE—always. Trade with your friends and neighbors. **SONOMA FURNITURE MART**, South Broadway.

ADOBE DRUG (Ray S. Duer), 417 First St. W., Sonoma. WE 8-2971
 Prescription Specialists Veterinary Supplies

A middle-of-the-roader is one who's apt to have trouble on the one hand and also on the other. VALLEY WATCH REPAIR.

ed against the autocratic rule of Czar Petrillo of the American Federation of Musicians. About time. You know a piano player or an accordionist can't play in a local tavern, not even for five minutes, without joining the musicians' union? In the Yuba City post-Christmas celebration last week, a band concert and entertainment were scheduled, for afternoon and night performances. Of course it rained. But the union musicians had to call San Francisco, and were told not to go through with the evening program. A local resident there says the boys had to call up to learn in which direction to point their trumpets.

Maybe this is the beginning of the end, or at least a straw in the wind, which may eventually lead to the downfall of the labor aristocracy, which directs all, but never itself does any work. How much longer will the rank and file stand for this kind of mismanagement?

SAVE YOUR BELONGINGS from fire! Instant protection with our installation, at small cost. Just call WE 8-4731.

New and Slightly Used **DRESSES**—wool, rayon, silk, gabardine. Kids' shoes. **VERN'S THRIFT SHOP**, Boyes Theater Bldg.

Published every Friday by the Little Publishing Co., Box 446, Boyes Hot Springs, Calif. E. A. Little, the Old Colonel, is editor. No subscription price, yet. Advertising? Ask us and we'll tell all. WE 8-4500.

QUAINTEST TAVERN in the Valley—**RUSTIC INN**, Glen Ellen. **GUNNER** and **RUTH** are your hosts. Your guests will love it.

When did you hear your first phonograph music? Bet we can outdate you. In our little town, the express man dug up enough money to buy the very first gramophone we ever saw. He got permission from the school authorities to put on a demonstration in the high school. No charge was made and about everybody in town turned out. It was an Edison, with the wax cylinder records, and in the big auditorium sounded mighty nice. The flat type records came out a year or so later, with Victor the outfit in charge. Remember the old horns, the ads with the fox terrier listening to "His Master's Voice?"

SONOMA GROVE, south of Boyes, Hiway 12. Italian food at its finest. Luxury atmosphere. Cocktail bar.

B & L LAUNDROMAT, Fetters Springs. Latest modern equipment. Fast service, low charge. Take it easy on wash day.

So! Ike's off and running. His chances are just about 1,000,000 to 1 of winning. Glad he didn't specify that Nixon must be his running mate. We'd vote the ticket anyway, but with misgivings. The party can do better for second choice. But if we were Adlai or Estes, we'd save our money and time and retire to our farms, respectively in Libertyville, Ill., and Knoxville, Tenn., and just look on while the votes are being counted next November.

Yes, the snipers are at it already, on Ike's health, but they won't get anywhere, regardless. Kinda dirty way to campaign anyway, say we.

GEORGE, handling highest quality and tenderest meats, extremely low prices. At Boyes Springs Food Center. Try us this week.

BOYES VARIETY STORE, on the hiway, Boyes. A snappy little store, handling just about everything needed around the house.

A half dozen or more persons have told us we're right in opposing the encroachments on the public economy of the big labor unions, and "for gosh sakes, keep on with it." That of course doesn't bring us in any of the monetary sinews with which to carry on such a fight, and anyway, can we, this one little paper, expect to lick the 15,000,000-man behemoth which has its slimy tentacles at everybody's throat? Nope. Not even if there's only a few hundred thousand members who really believe and support what their self-appointed leaders are doing. But we may start just one little blaze, which in time might grow into a conflagration, and eventually consume the whole shootin' match.

MIKE & ROSE'S BOYES SPRINGS STORE. Enlarged stocks. New equipment. Always the finest in meats, produce and staples.

DENNY'S COG CLUB, main corner, Boyes. Sportsmen's headquarters. A large, friendly tavern, where everybody's your friend.

Ever start to think that the Springs area hasn't a single public hall in which to hold community meetings? There are a few small halls which can be secured for a reasonable price, but why not a big one suitable for conventions, dances, celebrations and what not? Not a corporate entity, the community can hardly build or acquire such a place. Not now, anyway. But at least it's possible to start action which might eventually lead to such a meeting place. Maybe it should be a part of the city hall which some day or other we'll have.

MENDEL'S CAFE, on the Plaza, Boyes. Famous for steaks, chops and poultry. Splendid drinkables. Drop in for dinner.

BUD'S GARAGE, Calle del Monte, opp. Food Center, Boyes. Your best bet for car repairs, all makes. Phone WE 8-2750.

George Karlberg is just about the best concrete and block expert (Swedish) we know. He's had his share of martinis, but Tuesday night at a local tavern he got himself a real honest-to-goodness pit in a maraschino cherry, "first in my not so short lifetime," he says. Might have broken a tooth, or swallowed it, and then he'd have had a good reason for a suit against the offenders. Or was it an act of God, or was he liable for taking such chances?

ROZARIO'S PALMS INN, Verano. Quiet and homelike, it's the favorite place for banquets, dinners, parties. And cocktails.

BROADWAY CAFE, Sonoma. Pop and Mom Medros will be glad to see you. Friendly folks. Take-out License.

Yes, we're always stewing. For a time, in the new songs, we railed against Wah-wah-wah, and Do-do-do and Ki-ki-ki. Now comes a brand new one and they've changed the overtone babbling to "Ba-ba-ba" in an otherwise fairly good song, "Band of Gold."

BUD THOMPSON, Plaza Barber, Boyes Springs, for the best and fastest barber service anywhere. Hair styling a specialty.

FRANK'S HARDWARE, Castner Bldg., Boyes. Complete stocks and super service. Paints, Tools, Glass, Gardening Supplies.

Won another \$1 bet this week (you really shouldn't bet against us, ever.) Was extolling why, when we came to California after having been a democrat in Michigan, we couldn't stomach the California democratic setup, then dominated by Jimmie Roosevelt, and said that now he's a U. S. congressman it's even worse. Challenged on this statement, we proved to our antagonist that Jimmie honestly (or dishonestly) was actually elected to such a post not many years ago in a befuddled Los Angeles district, and still is in Washington as a duly elected congressman. How can we be a democrat? How can you?

Real estate headquarters — sales or rentals—**WOODS-FRANQUE-LIN CO.**, Boyes Springs Branch. Fast service. Personal attention. Old-fashioned dancing Saturday nights and Sundays at **LITTLE SWITZERLAND**, El Verano. Splendid floor. Good music.

The busy executive asked his secretary where his pencil was. "It's behind your ear," she replied. "Come, come!" snapped the big shot. "I'm a busy man. Which ear?"

MANCUSO WINES, grower-produced. Glen Ellen. Available at every retail outlet. As good as the best, better than most.

LARSON'S LIQUOR & SPORTING GOODS

Sportsmen's Center — Fishermen's and Hunters' Supplies
FRIBERG DRUG STORE, So. Broadway, Sonoma. Prescription specialists. A super drug store, large stocks. Soda fountain, too.

Groundhog day came and went, almost totally unobserved again this year. Unobserved that is, except by your editor. It's our favorite national holiday.

Christmas, except for its spiritual value, has been ruined by the commercialists. Everybody tries to see who can come out ahead and it's gotten to be so worrisome that we dread the thought of it.

Thanksgiving has become a rat race. Everybody starts figuring weeks ahead how to get an invitation to the other fellow's house for a free turkey dinner.

The 4th of July has become nightmarish. A man's afraid to take his car out of the garage for fear of being run down by some guy racing to a picnic.

New Year's day is no good. Everybody either has a hangover or he's worried to death over the outcome of a football game.

But Groundhog day? Ah, there's a wonderful holiday. Does anybody ever pester you, "Happy Groundhog day?" Does Aunt Minnie and all your cousins come to your house to share the joys of the holiday? Are there presents to buy and dinners to cook and lousy trips to make? The answer is no!

You just go about celebrating in your own simple way. Nobody worries you—just peaceful bliss.

Hail Groundhog day! Our favorite holiday.

GLEN ELLEN LIQUOR STORE. On Arnold Drive. Complete selection of fine wines and liquors. "SLIM" WALLACE.

FOR — REDWOOD HANGING BASKET or PATIO PLANTER

Mail \$1.55 to P. O. BOX 398, EL VERANO, CALIF.

POWDER BOX BEAUTY SHOP, Arnold drive at Ellis's. All new equipment. Modern methods. Phone WE 8-2673 for appointment.
BANCROFT NURSERY, Sonoma. Time for planting trees, roses, shrubs, annuals, berries, grapes. Potted plants and cut flowers.

And who y'suppose has the meat market department? Ol' Frank Burmis, who has been around for quite a few years, with Safeway in Sonoma, Woodleaf here, and several markets in Santa Rosa. He's got himself a great big section, completely stocked with first quality meats.

FIRESIDE LODGE, just west of Sonoma, Hiway 12. Barbecuing is our long suit—steaks, chops, ribs, chicken. Splendid cocktail bar. **VALLEY OF THE MOON CIGARS**—Handmade right here in the Valley. Superior quality. Get 'em at most dealers.

Last week there wasn't a thing to write about—so we thought. This week we could write enough for two papers like this. But let's save some of it for another rainy week, probably group most of it under a heading "Long Ago and Far Away." Most of it is that kind of stuff. We like it. Do you?

MAC DONALD'S JEWELRY, Sonoma. Expert watch service. Jewelry for everybody. Watches. Shavers. Watch Bands. Rings.

GALLO BROS. CHEVRON SERVICE, Boyes. Repairing all cars. Tow service. DeSoto and Plymouth new cars. Quality used cars.

Somebody asked us, "Why are you a republican, Colonel?" Got us to thinking. First knowledge of any politics at all was 'way back. Attended a big gathering in the armory at Rock Island, Ill., when Teddy Roosevelt and Hiram Johnson were getting going with the Bull Moose party. We sang "Onward Christian Soldiers" with the rest and really thought we were helping in some sort of crusade. We then reverted to republicanism, until back in Michigan, with the republican party somewhat on the corrupt side, we joined the democrats. Even got elected to office—as school trustee (nonpartisan), constable, and highway commissioner (democratic). Then we came to California. Looked over the political situation here (Jimmie Roosevelt was in control then), and decided we couldn't stomach such a setup. And have been republican ever since. And proud of it. (Though in reality, we're still an independent.)

BOYES SPRINGS FOOD CENTER. A good place for those Lenten dishes, dairy foods, vegetables, frozen foods. Take-out license.

THE VALLEY'S OUTSTANDING Banquet Headquarters. Finest food, wonderful beverages, superior service. **PAUL'S**, Verano.

"Now, how many of you would like to go to heaven?" asked the Sunday school teacher. All the eager 3-year-olds raised their hands except Tommy. "Don't you want to go to heaven, Tommy?" "I'm sorry, I can't. My mother told me to come right home after Sunday school."

FIELDS UNION SERVICE, Main Corner, Boyes. Union Oil products. Experienced mechanic on duty. Guaranteed service.

EL DORADO HOTEL, Sonoma. Try our Italian dinners in this historic hostelry, famous since the days of the 49ers.

RICHFIELD SERVICE, Boyes, Plaza at Hiway 12. Bud Delaney is the proprietor. Highest quality gas and oil, tires, batteries.

Never should we forget that Greengrass Realty held an open house last Sunday at their new offices on Jack London way next to the Review office. There was a steady stream of visitors, who looked over and admired the new quarters, shared by Edmund C. Reedy, tax consultant and accountant, and a lawyer. And there were refreshments, which unhappily we had to miss.

The bold-face ads you see scattered through Moonbeams cost just \$1 per issue. Maybe you could use them profitably.

OUR RESORT, El Verano. Harvey and Melina the hosts. Draft beer. Excellent mixed drinks. Home of the Stein Club.

Bud Vise, of Bud's garage, is going to be away from the shop next week, attending a school for General Motors mechanics, learning in particular the whys and wherefores of automatic transmission. He knows plenty already, but when he gets back he should be a whiz.

SONOMA MISSION INN, known throughout the nation for quality dinners, cocktails, friendliness. Convention headquarters.

CRYSTAL'S SMART SHOP, Plaza Center Bldg., Boyes Springs
Smart Apparel for Women Hosiery Lingerie Separates

And Jeanie, the Hair Stylist, now is in active operation in her new shop in the Boyes theater building. Jeanie has many years of experience, knows the very latest in expert hair styling and beauty work, and those who have already had work done in her shop are enthusiastic supporters. All new furniture and equipment are in evidence, and there is every reason to expect she'll go to town in her new venture. Jeanie and her husband live on Pine avenue, coming here from Marysville.

LEE STARRETT, Masseur, at Bathhouse, Boyes. Massages, slenderizing. You'll look and feel better. Make it a habit.

SONOMA GOLF & COUNTRY CLUB, for the best food in the Valley. Excellent cocktail bar. Sumptuously luxuriant.

Been down to the new Woodleaf Market yet this week. It's grand opening time, with prizes and gifts for everybody. Tony and Ken, and their quite beautiful wives (the men aren't so beautiful, but gracious) have done extensive remodeling, expansion, added large and varied stocks, and really have come up with a market that every local resident may be proud of. We're told their prices are truly competitive, which means they'll match just about every market from Santa Rosa to Petaluma to Napa.